



City of Seattle
Gregory J. Nickels, Mayor

NEWS RELEASE

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Mayor commits \$345,000 to improve Broadway's appearance, revitalize retail

Millions in private investments for Broadway underway

SEATTLE –Seattle Mayor Greg Nickels celebrated a renaissance of Capitol Hill with businesses and community leaders this morning at Bailey/Coy Books and announced funding to improve Broadway's appearance and support efforts to maximize economic opportunities in the area.

“Great things are happening on Broadway – the vibrancy and quality of life here keeps growing, with a revitalized Cal Anderson Park and more retail and housing,” said Mayor Nickels. “We’re investing in Broadway and partnering with local business and community partners to leverage all of our efforts.”

The Broadway Economic Vitality Action Agenda Team presented the mayor with their plans to continue the resurgence and make Capitol Hill an economically vital and livable urban community.

The mayor will lend his support with an initial investment of \$125,000 in direct funding plus an additional \$220,000 worth of city resources for a major make-over of Broadway. The \$125,000 will help form a Capitol Hill Chamber, revitalize the retail mix on Broadway and help form a Capitol Hill Improvement District.

The Action Agenda is another important step in the changes happening on Broadway. The mayor's zoning changes for Broadway have spurred two significant developments: 530 Broadway East, which will add 140 new housing units and 8,000 square feet of retail, and 523 Broadway East, which will add 350 new housing units and 25,000 square feet of retail.

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In addition to those two projects, three other big projects are underway along Broadway and Harvard Avenue East. These five developments alone represent over \$55 million in new private investment on Broadway.

“We’re very excited that the mayor is providing a large investment to jump start our Broadway make-over,” said Michael Wells, co-chair of the Broadway Economic Vitality Action Agenda Team and chair of the Broadway BIA. “Refreshing and refurbishing Broadway’s appearance is a great start to attracting more retail and new visitors to our business district.”

The \$220,000 in city resources for the Broadway make-over will go toward:

- Graffiti removal (all city property including signs, meters and power vaults)
- Poster removal (all city property including signs, meters and power vaults)
- Replacing all street signs on Broadway
- Painting cross-walks, curbs, fire hydrants
- Replacing old trash cans
- Replacing all old parking meters with more convenient Pay Stations
- Helping the visual appearance and utilization of vacant storefronts
- Working with business and property owners on tree maintenance

The mayor will kick off the “Broadway make-over” at an event on Saturday, September 23, 2006, in partnership with community groups.

The Action Agenda Team is a group of business owners, residents, property owners, developers, leaders from non-profit organizations and the community college who have been meeting weekly since the mayor convened them in March to strategize about how to maximize economic opportunities on Broadway for the long-term health of the community.

The Action Agenda focuses on community and city strategies around 5 key goal areas:

- Organize and Manage a Sustainable Capitol Hill Chamber of Commerce
- Upgrade and Maintain Broadway’s Appearance
- Promote & Market Broadway as a Unique and Interesting Business District
- Enhance the District’s Safety and Security
- Plan and Design Improvements for a Vital, Livable Neighborhood Business District

“We greatly appreciate the mayor’s leadership and partnership in our efforts to enhance the economic vitality of Broadway and Capitol Hill business districts,” said Chip Ragen, co-chair of the Broadway Economic Vitality Action Agenda Team and chair of the Capitol Hill Improvement District steering committee. “We’ve got great momentum and energy with the leaders of all our organizations and we look forward to continued progress.”

Investing on Broadway
July 23, 2006
Page Three

The Broadway Economic Vitality Action Agenda Team will continue to be a stewardship group for the Action Agenda as it works to form a new Capitol Hill Chamber of Commerce to partner with other Capitol Hill organizations to implement the strategies.

For more information visit the mayor's web site at www.seattle.gov/mayor. Get the mayor's inside view on efforts to promote transportation, public safety, economic opportunity and healthy communities by signing up for The Nickels Newsletter at www.seattle.gov/mayor/newsletter_signup.htm

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